

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL LETTER

Mail Stop Patent Application
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n): Utility Design
 Original patent application,
 Continuation-in-part application
 Continuation application
 Divisional application

INVENTOR(S): John S. HENDRICKS, et al.

TITLE: METHOD AND APPARATUS FOR SWITCHING TARGETED ADVERTISEMENTS AT A
 SET TOP TERMINAL

Enclosed are:

Specification [Total Pages 79] Drawing(s) (35 U.S.C. 113) [Total Sheets 69]
 Oath or Declaration & Power of Attorney [Total Sheets 2] Copy from a prior application

ACCOMPANYING APPLICATION PARTS

Preliminary Amendment Assignment Papers (cover sheet & documents)
 Information Disclosure Statement & Form PTO-1449 Copies of IDS citations
 Return Receipt Postcard Priority Document(s) Other:

CLAIMS AS FILED						
	Claims Filed	Basic Fee Claims	Extra	Rate		Amount
				Large Entity	Small Entity	
Total Claims	35	20	15	\$ 18.00	\$ 9.00	\$ 270.00
Independent Claims	4	3	1	\$ 86.00	\$ 43.00	\$ 86.00
First Presentation of Multiple Dependent Claims				\$ 290.00	\$ 145.00	\$ 0.00
BASIC FEE				\$ 770.00	\$ 385.00	\$ 770.00
TOTAL FILING FEE						\$ 1,126.00
OTHER FEES						\$ 0.00
TOTAL CHARGES ENCLOSED						\$ 1,126.00

Applicant claims small entity status See 37 CFR 1.27

17858 U.S.PTO
 10/724123



Please charge \$ 1,126.00 to cover the filing fees to Dep sit Acc unt No. 50-2849. In the event any variance exists between the amount authorized to be charged, and the actual fees due in this filing, please charge or credit any such variance to Deposit Account No. 50-2849.

PRIOR APPLICATION INFORMATION

This is a request for filing a continuing application under 37 CFR 1.53(b) a

Continuation application of: Divisional application of: Continuation-in-part of:

PENDING PRIOR APPLICATION

Application No.: 08/735,549 Filed: October 23, 1996 Inventor(s): John S. HENDRICKS, et al.

For CONTINUATION OF DIVISIONAL APPLICATIONS ONLY: The entire disclosure of the prior application, from which an oath or declaration is enclosed herewith, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference.

Request for Non-Publication under 35 U.S.C. 122(b).

I hereby certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing.

Respectfully submitted,



John K. Harrop
Attorney/Agent for Applicant(s)
Reg. No. 41,817

Date: December 1, 2003

ANDREWS KURTH LLP
Intellectual Property Department
1701 Pennsylvania Avenue, N.W.
Suite 300
Washington, D.C. 20006
Telephone No.: (202) 662-2700
Facsimile No.: (202) 662-2739

- Attach as First and Second Pages to Transmitted Papers -